



Visibilité internationale
des Internationaux de tennis du Canada

Renseignements fournis pour l'événement 2001 : le Masters de tennis du
Canada, présenté à Montréal.



Tennis Masters Series - Montreal Regional and Market Summary



The Tennis Masters Series event in Montreal received over 842 hours of coverage across all markets. This coverage was watched by a total cumulative audience of more than 26.4 million viewers.

Region	Total Duration (hh:mm)	Number of Broadcasts	Cumulative Audience (000s)	Peak Rating TVR %
North America	111:16	40	5,379	0.6
Latin America	84:56	49	2,179	1.3
Western Europe	261:50	134	5,568	2.0
Eastern Europe	41:45	13	78	1.0
Africa	76:10	31	975	1.0
Asia	173:27	94	11,653	4.3
Pacific	61:14	38	360	0.3
Middle East	31:30	17	255	1.0
Grand Total	842:08	416	26,448	4.3

Market	Total Duration (hh:mm)	Number of Broadcasts	Cumulative Audience (000s)	Peak Rating TVR %
Brazil	37:30	25	390	0.8
Canada	87:27	29	1,323	0.6
Chile	1:37	1	190	1.3
China	14:30	11	1,770	0.5
France	73:45	37	1,332	1.0
Germany	46:19	25	1,678	1.0
Greece	23:30	12	109	1.0
Hong Kong	1:41	3	70	0.5
India	38:00	21	1,050	0.1
Italy	6:55	6	59	1.0
Japan	19:39	8	532	4.3
Latin America	39:19	19	1,267	0.3
Netherlands	6:55	3	247	0.9
New Zealand	23:14	17	50	0.3
Pan Africa	68:30	25	435	1.0
Pan Asia	47:25	24	7,659	0.2
Pan Middle East	31:30	17	255	1.0
Pan Pacific	38:00	21	311	0.1
Poland	41:45	13	78	1.0
Portugal	14:41	20	313	0.8
South Africa	7:40	6	540	0.6
Spain	53:48	20	1,125	2.0
Taiwan	48:42	25	500	0.1
Turkey	1:00	2	525	0.5
UK	34:56	9	180	1.0
USA	23:49	11	4,056	0.6
Venezuela	6:30	4	332	1.0
Vietnam	3:30	2	72	1.0
Grand Total	842:08	416	26,448	4.3



Tennis Masters Series - Montreal Broadcast Summary



Region	Market	Broadcaster	Total Duration (hh:mm)	Cumulative Audience (000s)	Peak Rating TVR %
North America	Canada	RDS	53:20	619	0.3
		TSN			
		SRC	6:00	361	0.6
	USA	ESPN	15:49	2,328	0.2
		ESPN 2	6:00	198	0.1
		CBS			
North America Total			111:16	5,379	0.6
Latin America	Chile	Canal 13	1:37	190	1.3
	Venezuela	Meridiano			
	Brazil	Sportv			
	Latin America	ESPN Latin America	39:19	1,267	0.3 E
Latin America Total			84:56	2,179	1.3
Western Europe	France	Pathe Sport	73:45	1,332	1.0 E
	Germany	DSF			
		Premiere World			
	Spain	Teledporte			
		TVE 2			
	UK	OnDigital			
	Netherlands	RTL5			
	Italy	Stream	0:30	9	
		Rai Sat Sport	6:25	50	
	Portugal	SIC			
		SIC Noticias	13:55	35	0.3
Greece	Supersport	23:30	109	1.0 E	
Turkey	NTV	1:00	525	0.5 E	
Western Europe Total			261:50	5,568	2.0
Eastern Europe	Poland	Polsat Sports	41:45	78	1.0 E
Eastern Europe Total			41:45	78	1.0
Africa	South Africa	Super Sport M-NET	3:40	360	0.6 E
		Super Sport CSN			
	Pan Africa	Super Sport 1			
		Super Sport 2			
Africa Total			76:10	975	1.0
Asia	Japan	WOWOW	9:00	237	4.3 E
		Gaora	10:39	295	
	Taiwan	ESPN Taiwan			
	China	CCTV 5	0:50	1,026	0.5 E
		Oriental TV (33)	0:50	4	0.0 E
		Xiamen TV (26)	0:50	40	0.2 E
		Guangdong TV (2)			
	Hubei TV (4)				
	Hong Kong	ATV World			
	India	ESPN India			
Pan Asia	ESPN Asia				
Vietnam	HCMCTV				
Asia Total			173:27	11,653	4.3
Pacific	New Zealand	Prime TV	1:58	11	0.1
		Sky Sports			0.3
	Pan Pacific	ESPN Pacific Rim			
Pacific Total			61:14	360	0.3
Middle East	Pan Middle East	Orbit ESPN	31:30	255	1.0 E
Middle East Total			31:30	255	1.0
Grand Total			842:08	26,448	4.3

E - Audience estimates used.

Broadcasters in italics have been unable to supply exact coverage information as yet.



Tennis Masters Series - Montreal ATP Magazine Show Summary



Region	Market	Broadcaster	Number of Broadcasts	Cumulative Audience (000s)	Peak Rating TVR %
Latin America	Brazil	Sportv	5	37	0.5
	Latin America	ESPN Latin America	2	133	0.3
	Venezuela	Meridiano	1	83	1.0
Western Europe	Germany	Premiere World	5	280	1.0
	Italy	Stream	1	9	1.0
	Portugal	SIC Noticias	6	7	0.2
	Turkey	NTV	2	525	0.5
Africa	Pan Africa	Super Sport 1	2	180	0.6
		Super Sport 2	1	90	0.6
	South Africa	Super Sport M-NET	2	180	0.6
		Super Sport CSN	1	90	0.6
Asia	China	CCTV 5	2	1,026	0.5
		Oriental TV (33)	2	4	0.0
		Xiamen TV (26)	2	40	0.2
	Hong Kong	ATV World	2	40	0.3
	India	ESPN India	3	150	0.1
	Japan	Gaora	2	118	1.0
	Pan Asia	ESPN Asia	2	333	0.1
	Taiwan	ESPN Taiwan	3	60	0.1
Middle East	Pan Middle East	Orbit ESPN	3	45	1.0
Pacific	New Zealand	Prime TV	4	11	0.1
		Sky Sports	2	21	0.3
	Pan Pacific	ESPN Pacific Rim	4	59	0.1
Grand Total			59	3,521	1.0